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OLYMPUS

35EC · 35ECR · 35RC · 35SP

the quality line of compact automatic 35mm cameras

Box H-6 Photo Box

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Anywhere—anytime—the Olympus compact cameras are ready in your pocket or purse to take the picture automatically. You can shoot in dim light, sunlight, flash; automatically. You can stop action with a fast shutter speed. You can reproduce color exactly with the Zuiko color corrected lenses. And the result... the sharpest, most beautiful pictures you've ever taken.

Olympus presents uncompromising quality in three very compact, completely automatic 35mm cameras.

The Olympus compact cameras were designed for those discriminating persons who want the convenience and simplicity of a completely automatic 35mm camera but refuse to make any compromises on quality and insist on superior pictures too.

Whether you want slides, color prints or large black and white enlargements you'll notice the difference immediately with these cameras.

The world famous Olympus Zuiko lenses, known and admired by professional photographers all over the world, make the difference. These compact cameras use a 5 element Zuiko f2.8 lens. No compromise with sharpness and color fidelity.

The cameras are truly automatic. That means each scene is measured electronically and the perfect exposure is automatically relayed to the shutter. All you do is set the focus. The computer tells you when to shoot, when not to shoot, when to use flash. You can't waste film on a scene where there isn't enough light. If you use flash bulbs or electronic flash, the computer figures out the exact exposure automatically.

Olympus not only produces fine cameras, it also has a world-wide reputation for its sophisticated microscopes

and scientific measuring instruments. Tiny, precision Olympus instruments monitor the performance of jet engines. A very, very tiny Olympus camera takes color pictures *inside* the stomach for medical testing. Only Olympus with this background in electronic and photographic miniaturization could produce the Olympus 35EC and 35ECR the world's smallest 35mm electronic cameras and the Olympus 35RC.

Despite all the automatic features built into these cameras, they're so small you can slip one in a shirt pocket or a small handbag. Olympus is always available, always ready to take a fine picture, anywhere, anytime.

Already these compact cameras are the favorite of jet travelers and business executives who use them for both business and pleasure. Even professional photographers who own the most expensive cameras carry an Olympus compact to catch that elusive picture that must be captured immediately and automatically.

Olympus offers the compact concept in three models. The EC is the world's smallest 35mm electronic camera. It is completely automatic with programmed apertures and shutter speeds (up to 1/800 second). It uses fast zone focusing. The 35ECR includes all of the features of the 35EC plus rangefinder focusing. The 35RC has rangefinder focusing, a self-timer and offers the choice of completely automatic or manual operation allowing you to pick your own aperture and shutter speeds up to 1/500 second. All cameras have the same compact size, the same 5 element, fast f2.8 Zuiko lens, the same precision construction.

If you're the kind of person who is accustomed to buying the finest, the Olympus compact camera is for you. Its small size means you can take it with you anywhere and its completely automatic operation frees you to spend more time on the picture

itself. Best of all the pictures will be equal or superior to those taken with any camera, regardless of size or cost. See a demonstration at your Olympus dealer.

OLYMPUS 35SP

Automatic or manual operation. Averaging or spot reading metering system.

The 35SP is two-thirds the size of a conventional 35mm camera and slightly larger than the Olympus compact cameras.

It is the only 35mm rangefinder camera with a choice of meter reading systems. For quick metering you can use the averaging method. Perfect for front lighting and overall measurements. If you have a difficult lighting situation, use the spot reading meter which measures the part of the scene that's most important to you.

There is also a choice of completely automatic or manual operation. If you use flash the camera automatically sets the right aperture as you focus. The very fast Zuiko, 7 element f1.7 lens allows you to take pictures in low available light.
The Olympus 35SP has the distinctive Olympus precision construction, like all Olympus cameras it is built to the highest specifications and designed for long life.

OLYMPUS

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